

Writing a Business Proposal

Professional Skills

Show us that you know how to write a business proposal in response to a client need and to meet workplace requirements.

Level **4**
Credits **5**
\$99 NZD (GST incl.)

Assessment

You are required to submit evidence of the following:

1. Scope a proposal in response to a client's needs and in line with workplace requirements.
2. Write a business proposal to meet a client needs and in line with workplace requirements.

All work for this EduBit must be your own.

Learning Recommendations

[How to Write a Winning Proposal](#)
[How to Write a Persuasive Business Proposal](#)
[How to Write a Business Proposal](#)

Tasks

Proof of Identity

Please include a scanned copy of photo identification (e.g. passport, drivers licence, work ID card).

General Information

Please provide the following information:

What is the name of your organisation?

What type of industry do you work in?

A brief description of your role in the organisation (maximum 50 words).

Task 1: Scope a proposal in response to client need and to meet workplace requirements.

You will need to:

1.1. Provide all of the following for one (1) proposal you have scoped for your workplace:

A description of the client's needs as identified by the request for proposal (RFP) and any additional conversations. This must include: client problem(s), core message(s), competitor research, identifying a winning theme, input from others.

An outline of the scope of the proposal by answering each of the following: 'who, what, where, how, when and why' in response to the RFP.

Your estimated costs for the business proposal based on realistic estimates of the hours of work and hourly rates involved, overall total cost and any other supporting information that attributes to the overall total cost.

Task 2: Write a business proposal to meet client needs and/or work place requirements.

You will need to:

2.1. Provide a copy of the written business proposal that resulted from the information given in Task 1. This must be written to a professional standard (minimal grammatical errors, no spelling mistakes, consistent use of heading and numbering) and include all of the following:

Introduction.

Executive Summary.

Table of Contents.

Main body that addresses the RFP and outlines the client's needs, solutions and recommendations, benefits, costs and a timeline.

Conclusion that identifies the next steps for your client.

Graphics/pictures/tables must be relevant to the proposal and correctly titled. Reference these if taken from elsewhere.

If needed, please download the [APA Referencing Guidelines](#). Upload your reference(s) as a document OR type into the free text field available in this task.

Task 3: Supporting evidence from your supervisor/manager.

You will need to:

3.1. Provide a completed copy of the Attestation Form from your supervisor/manager to support the evidence you have provided in Tasks 1 and 2.

Please download the [attestation form](#) and make sure it is completed, signed and dated before uploading to this task.

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